

Advertising Age

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LAST MINUTE NEWS

Group readies Bush attack

HOUSTON—Independent Committee for Ethics on Aug. 16 planned to break TV spots here, the site of the Republican National Convention, targeting President Bush. The group, not connected to the Democratic Party, had four spots ready that attack the president for questionable business dealings by his family; imply his administration pulled strings in return for sizable campaign contributions; and contend he's changed his stand on abortion. Known as ICE-PAC, the group also hoped to buy TV time in Washington.

4A's deals with revenue shortfall

NEW YORK—American Association of Advertising Agencies is making major cuts to cover a revenue shortfall, due to diminishing fees. In recent weeks, the 75-year-old trade group eliminated two key positions in its office here and moved its 13-person Insurance/Employee Benefits Division to Charlotte, N.C. "We're not meeting our revenue expectations," said O. Burtch Drake, Four A's exec VP. (Continued on Page 8)

Coors, A-B trade blows in ad case

By Gary Levin and Ira Teinowitz

The war between Anheuser-Busch and Coors Brewing Co. over advertising now threatens to sabotage the Rocky Mountain theme on which Coors has built its image.

Anheuser-Busch Cos. on Friday answered claims by Coors and asked a U.S. district judge in New York to prevent the Colorado brewer from using its well-known motif in future

advertising and promotions.

Citing advertising dating from the mid-1980s and featuring actor Mark Harmon, Anheuser-Busch said Coors' ads were "intended to convince consumers that Coors beer is purer and better than other beers," adding that Coors actually uses well water in its beers.

"For five years, Coors has been misleading the public by carefully cultivating the belief that its products are made in the 'Rockies,' entirely with Rocky

Mountain water, even though this is no longer true," the company argued.

The countersuit stemmed from a \$10 million-plus damage suit filed Aug. 7 by Coors against Anheuser-Busch, charging that TV, radio and point-of-purchase ads in the Northeast for Anheuser-Busch's Natural Light beer amounted to a false and misleading "campaign of lies."

At Friday's hearing on the original (Continued on Page 43)

Chinks showing in Whittle allure

Slick businessman, yes, 'but to think of him as a '90s Henry Luce is a bit of an overstatement'

By Scott Donaton

KNOXVILLE, Tenn.—The Chris Whittle who stood before his employees at the Tennessee Theater here in May was not the brash, self-assured salesman the media world has come to know.

He fidgeted nervously as he discussed a cost structure gone awry, unsatisfactory profit margins and the need to pare \$30 million from the budget for the coming fiscal year, which began July 1.

He then read slowly from a list of cost-cutting measures, pausing to sip from a bottle of clear liquid

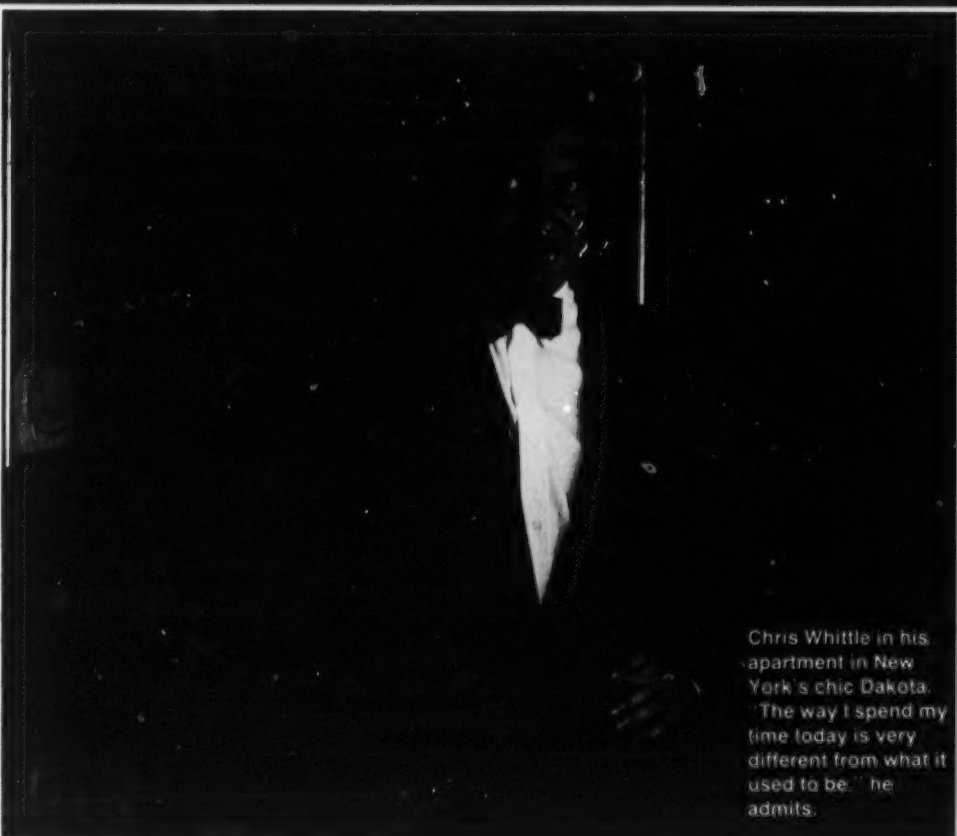
he joked was vodka. When he reached layoffs, his voice cracked, his head bowed and the chairman of Whittle Communications began to cry.

"It's the most difficult decision I have had to make in my 20 years here and I deeply regret it," he said softly.

After trying several times to regain his composure, Mr. Whittle walked from the podium, asking for a five-minute break.

The question that rose cynically in the minds of some audience members: Was Chris Whittle's display of emotion sincere, or were they witnessing yet another (Continued on Page 30)

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Chris Whittle in his apartment in New York's chic Dakota. "The way I spend my time today is very different from what it used to be," he admits.

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200 Brands: Ford speeds by AT&T. **Page 13.**

Sandoz' Tavist to storm OTC market

Marketer sets \$45M in ads for entry into congested cold remedy category

By Pat Sloan

A powerful new entry is expected this fall in the \$2.6 billion over-the-counter market for cough/cold/sinus/allergy preparations.

Sandoz Consumer Pharmaceuticals is preparing a \$45 million advertising push in October for the OTC introduction of Tavist, a major allergy and cold remedy currently available by prescription only.

Tavist's arrival presents a chilling prospect for other OTC remedies, since the brand is double-barreled, competing in both the allergy and cold segments.

"Doctors like it. It will easily become the No. 2 allergy player after Benadryl, pushing Schering-Plough's Chlor-Trimeton back to No. 3," said Mike Perlmutter, a consultant with Kline & Co. "And it will quickly rank among the top 10 cold products."

Tavist's switch to OTC hasn't yet been formally OK'd by the Food & Drug Administration, which declined comment on the product. But retail executives say they've been told Sandoz has already secured oral approval and is only awaiting official notification.

Retailers have been briefed on the line,

scheduled to get \$26 million in ad spending through the end of 1992 and another \$19 million in the first quarter of 1993.

Bloom FCA, New York, has the assignment.

The OTC version of Tavist will consist of four products, two of which contain an antihistamine and are aimed at allergy sufferers. The remaining two, containing a decongestant as well as an antihistamine, are positioned as cold remedies.

As a prescription product, Tavist has also been available in both simple antihistamine (Continued on Page 43)

NEWS SUMMARY

- **Tavist**, a prescription allergy and cold remedy, will get big ad backing in October when it moves into the OTC market. 1
- **Church & Dwight** continues to add Arm & Hammer products and is looking overseas for further growth. 3
- **Chris Meigher**, former president of the New York magazine division of Time Inc., plans to acquire media properties and predicts a spurt of magazine acquisitions. 3
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- **General Motors** has put on hold a planned \$40 million corporate ad campaign. 4
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Blockbuster's coming attraction: Sampling

By Scott Hume

Video powerhouse Blockbuster Entertainment Corp. is planning what could be the largest single cooperative sampling program by a retailer.

The program won't appear in Blockbuster stores until next summer, likely in July, with marketing services agency MarketSource coordinating the program. An agency spokesman confirmed it's pursuing a national sampling program with Blockbuster.

The Blockbuster program could be twice the size of the "R" Treat sampling program MarketSource executes with toy retailer Toys "R" Us. That program twice a year distributes 2 million boxes of product samples, coupons and inserts.

The Blockbuster effort would be a one-time, 4 mil-

lion-piece sampling program at its more than 2,000 video rental outlets, according to promotion industry sources. The sample packs would be given free to customers making multiple video rentals.

Whether any marketers have signed to participate in the Blockbuster program couldn't be learned, but participants in the most recent "R" Treat program included American Home Food Products, Johnson & Johnson, RJR Nabisco's Planters LifeSavers Co. unit and Unilever.

One lure is the chance to reach Blockbuster's relatively upscale customer base, with average family income of about \$50,000, according to sales materials for the program.

Spot TV and in-store materials will promote availability of the sample packs. Bernstein-Rein, Kansas City, Mo., is Blockbuster's agency. □

Bush woes tax Puris

Weary troops seek inspiration as Baker joins effort

By Steven W. Colford

WASHINGTON—Martin Puris, head of President Bush's November Co. ad agency, is showing frustration over the campaign's lack of direction.

As the Republican convention opens today, Mr. Puris and others believe the naming of Jim Baker to run President Bush's re-election effort is the first step toward giving a lift to the ad team.

Last week, Mr. Puris, president of Ammirati & Puris, New York, told *Advertising Age* he will see the job through, though he admitted the past eight weeks haven't been easy.

Sounding fatigued and overwhelmed by the demands of a presidential campaign, Mr. Puris said: "This job has... been confusing and difficult... more hectic and requiring more fast turnaround than advertising for a product. Here it's a constantly moving target. But I knew what I was getting into."

Mr. Puris said he expected the

Baker presence to "add punch and power" to campaign ads.

Mr. Baker, who resigned last week as U.S. secretary of state to try to rescue his old Texas pal's floundering campaign, will be in charge of all facets of the Bush/Quayle drive, including its advertising. And Mr. Baker wasn't impressed by the campaign's early ads.

The first commercials from the November Co. broke two weeks ago to mixed or negative reviews. Even November Co. insiders dismissed them as "terrible" and "the worst ever."

While Mr. Baker might opt to retain the assemblage of Madison Avenue creative talents, there's growing concern among Republicans that he needs to overhaul the November Co. with profes-

sionals experienced in political wars.

"Nobody there is full time," said one prominent GOP strategist. "That is a problem, a big problem. It's crazy because that job requires people full time."

Mr. Puris swings from his agency to the November Co. and back, as does Ron Anderson, another key creative recruited from Bozell. The same is true of Sean Fitzpatrick and Gordon Bowen, the creative heavyweights from McCann-Erickson Worldwide.

That contrasts markedly with the array of talent assembled to produce ads for Arkansas Gov. Bill Clinton. His team includes two large and prominent Democratic consultancies—Greer, Margolis, Mitchell, Grunwald & Associates and Squier/Eskew/Knapp/Ochs Communications—as well as ad agency Deutsch, New York.

Mr. Puris said he wouldn't hesitate to bring in new talent as needed and acknowledged phone

(Continued on Page 42)



Puris

P&G plugs value-price Dash

By Jennifer Lawrence

Procter & Gamble Co. is emphasizing value in a new ad campaign for Dash detergent, a move that could indicate a new strategic direction for the marketer's lesser brands.

National print and radio ads introduce the tagline "Cleans clothes clean for less." An ad breaking today talks about Dash as a "basic detergent" that "costs less than many leading brands."

"This isn't a typical strategy for P&G, to take a value positioning on a product," said Bonita Austin, analyst at Shearson Lehman Bros. "P&G has all premium positioning and premium pricing for any major product. They seem to be repositioning Dash... This plays well to current consumer purchasing behavior trends."

Dash is one of P&G's smaller detergent brands, holding about a 1.5% share of the \$3.6 billion laundry detergent category. The brand's shelf price is about 30% to 40% lower than premium-price brands.

"A 30% to 40% price difference

is big enough to make people notice it," Ms. Austin said. "Clearly, P&G is offering significantly better value, and they are hoping to catch that part of the market that is going to private label."

"It makes you wonder if P&G is experimenting around with price points more aggressively. It will be interesting to see if P&G takes its basket of smaller brands and positions them as value brands."

P&G's move to advertise Dash as a value brand comes as the company is revamping its overall pricing strategy toward everyday low pricing, aiming to achieve consistently lower prices and reduce trade allowances.

The goal is to minimize wide swings in product pricing caused by deeply discounted but periodic price specials.

"P&G historically has been a master at segmenting out the marketplace and offering specific benefits for identified target groups," said Kevin Price, senior partner at consultancy Marketing Corp. of America. "It would appear P&G is on an overall back-

to-basics marketing strategy toward segmentation.

"Certainly, the marketplace today says we want value. P&G is expert in reading the marketplace and will likely respond with additional value offerings."

The new Dash campaign via D'Arcy Masius Benton & Bowles, New York, takes a humorous approach. The copy is written from the point of view of someone overloaded with laundry.

One ad that broke last week is headlined "It's like I wash towels for a small nation."

Copy says: "My family is unbelievable. I've tried to make them understand. You take a shower. You are then clean... You dry your clean body with a clean towel. That towel is not necessarily dirty. You could probably eek another day or two out of it... They just multiply and multiply. And I keep washing them and washing them. With Dash. It's just basic detergent. Costs less than many leading brands... Which is great, especially when you wash enough towels to dry Latvia." □

**Nation's top tier
of advertisers leads
the way in clear
upturn of advertising
spending during
first quarter**

THE TOP 200 BRANDS

Ford zooms past AT&T, McDonald's

By R. Craig Endicott

Ford cars and vans, always among the top brands but never atop the quarterly *Advertising Age* Top 200 chart, broke out of the pack to become the biggest ad-supported name in the U.S., based on first-quarter ad volume.

Ford's \$96.9 million investment, although only 7.5% ahead of its prior-year period, was enough to loosen the grip AT&T and McDonald's have had on the top spot during the previous two years.

It was enough to hold off a hard-charging AT&T phone services at \$94.1 million, up 39.3%, and Kellogg's breakfast foods at \$93.3 million, up 21%.

Advertising Age's quarterly tally for the Top 200 brands, ranging from Ford to Lord & Taylor stores at \$8.4 million, hit \$3.86 billion, up 17.2% as the elite advertisers led a resurgence in the nation's ad spending. Figures are based on spending in 10 media provided by LNA/Arbitron Multi-Media Service.

All advertisers invested \$9.4 billion, an 8.8% increase that represented the first quarterly uptick since the fourth quarter of 1990. Ad spending is now back to its first-quarter 1990 level.

For the first quarter of 1991, the Top 200's 6.2% growth was followed by declines of 5.8%, 8.5% and 3.1% in successive quarters, turning the year into a downer.

Ford, in leading the Top 200 on the road to recovery, began its kick in the fourth quarter of '91 when it spent \$129 million, up 49%. In the first quarter of '92, it largely reapportioned year-earlier spending by taking dollars from general promotion to back pickups, vans and Taurus.

Ford was a big advertiser in 1992 Winter Olympics, purchasing an estimated \$20 million in ad time. The Olympics stimulated quarterly spending, evidenced by the growth in spending from the Top 200's 19 major Olympic advertisers, whose quarterly totals rose a collective 18.4%, to \$837.4 million, for the group.

Taken as a group, auto marketers continue to be a dominant-

Olympics a stimulant; Kellogg barges into third

ing force among the Top 200. Besides claiming 33 places, they accounted for 23%, or \$891.8 million, of Top 200 spending.

Category growth was slower than most, up 7.6%, with the largest subsection of \$475.5 million spent by 15 brands from Detroit. Advertising for 11 Asian makes rose 4.9% to \$304.2 million.

Among foreign auto producers, Mitsubishi more than tripled its advertising to \$20.6 million in rising from No. 266 a year ago to No. 58, and No. 69 BMW—cars and motorcycles—took its "Ultimate driving machine" message to the Olympics in boosting spending to \$18.2 million, up 128.3% from 1991 when BMW ranked No. 172.

One of the fastest growing categories among the Top 200 was over-the-counter drugs, stimulated by nicotine-withdrawal systems. The category grew 40.8% to \$211.8 million aided by an introductory \$17.7 million from No. 75, Ciba-Geigy's Habitrol, and \$9 million from Marion Merrell Dow for No. 179 Nicoderm. Monistat 7 vaginal yeast cream from Johnston & Johnson, just barely on the market in the year-earlier period, drew \$9.9 million in support to rank No. 151.

These products contributed 60% of the new dollars in the category.

The retail (nonfood) category rose 52% to \$374.7 million and airlines grew 27% to \$123.9 million, both dramatic increases considering the shape of those industries. They helped propel all newspaper advertising to \$2.4 billion, up 35.8%.

The two categories account for 86% of Top 200 newspaper advertising.

Network TV rose 10.5% to \$1.5 billion for the Top 200, whose ad largess was the sole reason network TV advertising as a whole registered positive growth, up 2.9% to \$2.46 billion.

This was the first network TV gain since third quarter 1990.

As with network TV, the Top 200 infused the dollars needed to keep magazine advertising going forward. Their expenditures grew

25.1% to \$514.8 million, or 36% of all magazine spending compared with 30% a year ago.

Top 200 commitments also kept spot radio from scraping bottom. While expenditures by all spot

radio advertisers plunged 27.3% to \$137.9 million in the quarter, the Top 200 cushioned the blow somewhat by boosting their portion of that amount to \$70.6 million, up 18.1%.

But there was less stability at the top than the averages might indicate. The top three brand parents—Procter & Gamble Co., General Motors Corp. and Philip Morris Cos., respectively—cut their ad outlays from first-quarter 1991 levels.

P&G led all advertisers at \$257.6 million, down 8.1%. □

Top 10 companies by first quarter 1992 ad spending

Rank	Company	Total measured ad spending			Ad spending by brands in 200			Number of brands
		1992	1991	% chg	1992	1991	% chg	
1	Procter & Gamble Co.	\$257.6	\$280.4	-8.1	\$83.5	\$73.2	14.1	7
2	General Motors Corp.	222.6	272.2	-18.2	221.6	243.8	-9.1	8
3	Philip Morris Cos.	221.8	277.2	-20.0	142.2	153.2	-7.1	6
4	PepsiCo	142.1	140.6	1.1	125.4	124.2	1.0	6
5	Ford Motor Co.	135.9	118.8	14.4	132.5	114.0	16.2	3
6	Chrysler Corp.	130.2	99.5	30.9	121.4	93.5	29.9	4
7	Sears, Roebuck & Co.	112.6	97.7	15.3	101.9	88.7	14.9	4
8	American Home Products Corp.	108.3	78.0	38.9	67.8	42.7	58.9	4
9	Kellogg Co.	106.1	95.0	11.7	93.3	77.1	21.0	1
10	Unilever	100.7	99.7	1.0	27.4	18.1	51.0	2

Notes: Dollars are in millions. **Source:** LNA/Arbitron Multi-Media Service

Top 10 categories among top 200 brands in first quarter 1992

Rank	Category	Measured ad spending			Ad spending by media			Number of brands
		1992	1991	% chg	Print	Broadcast	Outdoor	
1	Automotive	\$891.8	\$828.9	7.6	\$256.5	\$632.8	\$2.5	33
2	Food	440.6	400.7	10.0	59.0	381.7	0.0	21
3	Retail	419.0	289.3	44.8	289.3	129.1	0.6	23
4	Entertainment	286.4	270.2	6.0	125.0	160.4	1.0	15
5	Restaurants	261.8	280.7	-6.7	0.7	257.7	3.3	10
6	Drugs	211.8	150.4	40.8	31.7	180.1	0.0	14
7	Telephone	159.1	128.5	23.8	23.7	134.5	0.9	5
8	Beverages	153.9	139.1	10.7	6.8	146.2	1.0	8
9	Toiletries & cosmetics	135.2	101.0	33.8	35.6	99.6	0.0	12
10	Beer	133.7	109.8	21.8	5.7	125.3	2.7	4

Notes: Dollars are in millions. Totals include only brands from within the Top 200. **Source:** LNA/Arbitron Multi-Media Service

Measured media spending for first quarter 1992

Rank	Media	All measured brands			Top 200 brands		
		1992	1991	% chg	1992	1991	% chg
1	Network TV	\$2,464.6	\$2,395.3	2.9	\$1,515.9	\$1,371.4	10.5
2	Newspaper*	2,361.5	1,739.5	35.8	576.8	399.4	44.4
3	Spot TV	1,969.1	1,875.3	5.0	746.4	643.8	15.2
4	Magazine	1,442.4	1,377.1	4.7	514.8	411.4	25.1
5	Syndicated TV	458.5	445.1	3.0	235.9	219.6	7.4
6	Cable TV Networks	279.3	282.7	-1.2	125.9	118.5	6.2
7	Network radio	191.0	217.7	-12.3	46.3	47.5	-2.5
8	Spot radio	137.9	189.6	-27.3	70.6	59.8	18.2
9	Outdoor	133.8	150.6	-11.2	27.3	22.9	19.2
	Subtotal print media	3,803.9	3,116.6	22.1	1,091.6	810.8	34.6
	Subtotal broadcast media	5,500.4	5,405.8	1.7	2,741.0	2,460.6	11.4
	Total	9,438.2	8,673.0	8.8	3,859.9	3,294.4	17.2

Notes: Dollars are in millions. * includes newspaper-distributed Sunday magazines. Source: LNA/Arbitron Multi-Media Service.

AA charts: Kevin Brown

TODAY'S GERALDO: IT'S WORTH INVESTIGATING



The investigative reporter named by a recent Magid study as one of America's most trusted journalists—have you seen him lately?

Gerardo

TRIMLINE CONCRETE

UP 5% IN RATING!
+18% W18-34, +13% W18-49, +4% W25-54
SOURCE: NPD ANALYST DATA, Q1 1990, Q2 1991, Q3 1991, Q4 1991

Top 200 mega-brands by first quarter 1992 ad spending

Total measured ad spending				Total measured ad spending							
'92	'91	Brand, product, service & parent company	% chg	'92	'91	Brand, product, service & parent company	% chg				
1	2	Ford cars & trucks, Ford Motor Co.	56,944.3	59,163.5	7.5	101	128	Lipton food products, Unilever	13,318.7	10,361.5	28.5
2	5	AT&T telephone services, AT&T Corp.	94,119.9	67,589.5	39.3	102	69	UPS air freight service, United Parcel Service of America	13,313.9	17,250.3	-22.8
3	4	Kellogg's breakfast foods, Kellogg Co.	93,332.0	77,140.2	21.0	103	189	Quaker cereals & snacks, Quaker Oats Co.	13,263.4	7,515.1	76.5
4	1	McDonald's restaurants, McDonald's Corp.	83,847.0	94,963.7	-11.7	104	41	Prudential insurance, Prudential Insurance Co. of America	13,098.2	22,916.0	-42.8
5	7	Sears stores, Sears, Roebuck & Co.	71,889.4	61,890.2	16.2	105	85	DuPont products, DuPont Co.	12,968.1	13,136.4	-1.3
6	6	Toyota cars, Toyota Motor Corp.	70,034.4	65,479.0	7.0	106	157	Mattel toys, Mattel Inc.	12,955.9	8,791.6	47.4
7	11	Budweiser beers, Anheuser-Busch Cos.	60,158.6	43,470.7	38.4	107	94	HBO cable TV, Time Warner	12,906.7	13,168.0	-2.0
8	17	Dodge cars & trucks, Chrysler Corp.	56,019.3	35,063.4	59.8	108	317	Leggs hosiery, Sara Lee Corp.	12,730.8	5,043.8	152.4
9	14	Coca-Cola & Diet Coke beverages, Coca-Cola Co.	55,737.9	40,700.7	36.9	109	158	Broadway stores, Carter Hawley Hale Stores	12,651.1	8,719.8	45.1
10	3	Chevrolet cars & trucks, General Motors Corp.	54,347.1	89,121.3	-39.0	110	35	Time-Life books, tapes & video, Time Warner	12,579.9	25,438.4	-50.5
11	56	Circuit City stores, Circuit City Stores	50,408.1	19,156.3	163.1	111	287	Eudated, Burroughs-Wellcome	12,535.3	5,400.3	132.1
12	20	Columbia movies & music, Sony Corp.	43,599.8	34,306.1	27.1	112	84	Geo cars & trucks, General Motors Corp.	12,518.4	14,594.4	-14.2
13	15	Disney entertainment, Walt Disney Co.	42,678.3	37,500.7	13.8	113	100	Dr Pepper/7-Up beverages, Dr Pepper/Seven-Up Cos.	12,502.4	12,733.0	-1.8
14	13	Honda cars, Honda Motor Co.	41,790.7	41,357.0	1.0	114	203	Johnson & Johnson lenses, baby products, Johnson & Johnson	12,483.3	6,982.9	78.8
15	16	American Express cards & services, American Express Co.	40,914.5	37,308.6	9.7	115	99	Royal Caribbean cruise lines, Royal Caribbean Cruise Line	12,431.1	12,741.2	-2.4
16	8	Kraft foods, Philip Morris Cos.	40,166.4	51,777.9	-22.4	116	155	Dimetapp cold products, American Home Products Corp.	12,307.2	8,966.1	37.3
17	9	Nissan cars & trucks, Nissan Motor Co.	39,809.5	44,608.3	-10.8	117	107	Johnson air fresheners, polishes, S.C. Johnson & Son	12,291.7	11,952.0	2.8
18	12	Miller beers, Philip Morris Cos.	39,335.8	41,517.6	-5.3	118	132	Betty Crocker foods, General Mills	12,249.6	10,080.4	21.5
19	10	Tylenol remedies, Johnson & Johnson	38,032.0	44,281.9	-14.1	119	111	Kleenex tissues & tissues, Kimberly-Clark Corp.	12,161.8	11,508.5	5.7
20	22	Delta Air Lines, Delta Air Lines	35,392.0	33,023.9	7.2	120	259	TWA airlines, Trans World Airlines	12,147.6	5,815.5	108.9
21	36	Bulck cars, General Motors Corp.	34,363.9	25,427.2	35.1	121	147	Discover credit card service, Sears, Roebuck & Co.	12,146.7	9,438.1	28.7
22	19	Oldsmobile cars, General Motors Corp.	31,048.2	34,590.6	-10.2	122	174	Nyquil cold products, Procter & Gamble Co.	12,142.8	7,887.5	53.9
23	23	Chrysler cars & trucks, Chrysler Corp.	30,358.5	32,477.4	-6.5	123	72	Hyundai cars, Hyundai Group	12,088.7	16,330.7	-26.0
24	50	Campbell's soups, Campbell Soup Co.	29,506.4	20,734.1	42.3	124	87	Tide laundry products, Procter & Gamble Co.	12,048.4	14,217.6	-15.3
25	21	Nike sporting footwear, Nike Inc.	29,343.3	33,770.8	-13.1	125	NA	Stayfree feminine protection products, Johnson & Johnson	11,992.4	48.9	NA
26	113	Pepsi beverages, PepsiCo	28,522.9	11,480.1	148.5	126	88	Red Lobster restaurants, General Mills	11,972.8	14,172.1	-15.5
27	51	J.C. Penney's stores, J.C. Penney Co.	28,212.5	19,718.4	43.1	127	465	Eveready batteries & flashlights, Ralston Purina Co.	11,949.5	3,352.9	256.4
28	661	U.S. Postal Service, U.S. Government	27,546.7	2,206.9	1148.2	128	102	Cover Girl cosmetics, Procter & Gamble Co.	11,824.4	12,448.1	-5.0
29	43	MCI telephone services, MCI Communications Corp.	27,510.3	22,467.4	22.4	129	285	Mennen toiletries, Colgate-Palmolive Co.	11,765.7	5,430.0	116.5
30	54	Kmart stores, Kmart Corp.	27,408.4	19,185.0	42.9	130	139	Upjohn Co., Upjohn Co.	11,641.8	9,734.6	19.6
31	29	Warner Bros. pictures, books & music, Time Warner	27,338.3	27,444.7	-0.4	131	47	Hallmark stationary & gifts, Hallmark Cards	11,478.4	21,377.5	-46.3
32	24	Pizza Hut restaurants, PepsiCo	27,093.7	32,392.5	-16.4	132	18	Pepsi & Diet Pepsi beverages, PepsiCo	11,254.3	34,632.3	-67.5
33	32	General Motors cars & trucks, General Motors Corp.	26,937.6	26,275.6	2.5	133	179	Kroger Co. stores, Kroger Co.	11,243.8	7,735.2	45.4
34	27	20th Century Fox movies, News Corp.	26,859.3	28,114.7	-4.5	134	167	Nutri/System weight loss centers, Nutri/System	11,183.8	8,212.6	36.2
35	71	Advil & Co. pain reliever, American Home Products Corp.	26,849.5	16,424.2	63.5	135	280	Fidelity funds, Fidelity Management & Research Co.	10,986.5	5,548.1	98.0
36	25	Burger King restaurants, Grand Metropolitan	26,701.8	31,661.2	-15.7	136	202	Winn-Dixie food stores, Winn-Dixie Stores	10,967.0	6,989.4	56.9
37	45	United Airlines, UAL Corp.	26,584.1	22,055.9	20.5	137	117	Oil of Olay toiletries, Procter & Gamble Co.	10,748.2	11,098.8	-3.1
38	30	American Airlines, AMR Corp.	26,497.6	27,146.7	-2.4	138	185	Jenny Craig weight loss centers, Jenny Craig	10,643.8	7,612.4	39.8
39	65	Franklin Mint, American Protection Industries	26,005.4	18,472.0	40.8	139	487	Epson computers, Epson Corp.	10,606.8	3,165.3	235.1
40	33	Kentucky Fried Chicken restaurants, PepsiCo	25,700.7	25,680.7	0.1	140	232	Playtex tampons & underclothing, Sara Lee Corp.	10,575.1	6,320.2	67.3
41	46	Ultra Slim-Fast food products & diet, Slim-Fast Food Co.	25,167.2	21,473.3	17.2	141	731	Burdine's stores, Federated Department Stores	10,507.9	1,956.0	437.2
42	31	Post cereals, Philip Morris Cos.	25,128.2	27,054.6	-7.1	142	448	Dir Devil vacuum, Royal Appliance Manufacturing Co.	10,453.2	3,508.2	198.0
43	38	Lexus cars, Toyota Motor Corp.	25,014.3	24,012.0	4.2	143	212	Foley's stores, May Department Stores Co.	10,325.9	6,770.2	52.5
44	26	Universal City Studios, Matsushita Electric Industrial Co.	24,996.0	29,567.6	-15.5	144	118	Federal Express air cargo, Federal Express Corp.	10,271.0	11,063.1	-7.2
45	42	Macy's stores, R.H. Macy & Co.	24,894.1	22,687.1	9.7	145	270	Anheuser-Busch corporate, Anheuser-Busch Cos.	10,250.2	5,677.8	80.5
46	40	Wrigley's gums, Wm. Wrigley Jr. Co.	24,806.0	23,216.4	6.8	146	110	Hardee's restaurants, Imasco	10,143.8	11,599.9	-12.6
47	57	Coors beers, Adolph Coors Co.	23,993.9	19,152.6	25.3	147	340	Maybelline cosmetics, Maybelline	10,071.0	4,777.0	110.8
48	115	Montgomery Ward stores, Montgomery Ward & Co.	23,942.6	11,359.5	110.8	148	67	Purina pet foods, Ralston Purina Co.	10,066.9	18,223.1	-44.8
49	160	Goodyear tires & service, Goodyear Tire & Rubber Co.	23,806.1	8,619.2	176.2	149	196	US West telephone services, US West	10,057.0	7,150.6	40.6
50	229	Dillard's stores, Dillard Department Stores	23,145.4	6,382.4	262.6	150	148	Blue Cross & Blue Shield insurance, Blue Cross & Blue Shield	9,941.9	9,342.6	6.4
51	66	Taco Bell restaurants, PepsiCo	23,072.2	18,247.2	26.4	151	NA	Monsieul Y vaginal yeast cream, Johnson & Johnson	9,920.5	68.2	NA
52	80	Pontiac cars, General Motors Corp.	21,771.4	15,086.2	44.3	152	120	Midas muffler shops, Whitman Corp.	9,873.6	10,955.4	-9.9
53	60	Wendy's restaurants, Wendy's International	21,678.8	17,658.8	15.5	153	255	Old Spice toiletries, Procter & Gamble Co.	9,794.3	5,863.5	67.0
54	78	Subaru cars, Fuji Heavy Industries	21,463.1	15,260.0	40.6	154	200	Silo stores, Dixons Group	9,770.8	7,079.7	38.0
55	55	U.S. dairy products, U.S. dairy farmers	21,443.4	19,182.9	11.8	155	793	Mountain Dew beverages, PepsiCo	9,734.7	1,732.3	462.0
56	101	Jeep trucks & vans, Chrysler Corp.	21,215.7	12,562.1	68.9	156	53	Gillette shaving products, Gillette Co.	9,675.8	19,389.0	-50.1
57	39	Cadillac cars, General Motors Corp.	20,756.7	23,436.6	-11.4	157	137	Bradford Exchange collectibles, Bradford Exchange	9,655.9	9,823.7	-1.7
58	266	Mitsubishi cars & trucks, Mitsubishi Motors Corp.	20,594.9	5,719.6	260.1	158	142	Volkswagen cars & trucks, Volkswagen AG	9,609.4	9,682.0	-0.7
59	93	Reebok footwear, Reebok International	20,387.8	13,284.0	53.5	159	679	MGM/UA movies, Pathe Communications Corp.	9,607.6	2,140.7	348.8
60	34	Mercedes-Benz cars, Daimler-Benz AG	20,234.9	25,517.5	-20.7	160	318	Hanes hosiery & underclothing, Sara Lee Corp.	9,544.0	5,033.3	89.6
61	77	Saturn cars, General Motors Corp.	19,835.4	15,281.2	29.8	161	394	Miracle-Ear hearing aids, Dahlberg Inc.	9,523.1	4,067.2	134.1
62	144	Robitussin cough products, American Home Products Corp.	19,388.1	9,531.6	103.4	162	231	Home Depot Do-It-Yourself store, Home Depot Inc.	9,458.2	6,338.6	49.2
63	49	Marlboro cigarettes, Philip Morris Cos.	19,200.5	20,830.4	-7.8	163	105	GTE telephone services, GTE Corp.	9,422.8	12,182.4	-22.7
64	37	Acura cars, Honda Motor Co.	18,987.3	24,443.8	-22.3	164	228	Tyco Toys, Tyco Toys Inc.	9,407.6	6,390.9	47.2
65	28	Mazda cars, Mazda Motor Corp.	18,852.4	27,684.2	-31.9	165	89	Allstate insurance, Sears, Roebuck & Co.	9,401.6	14,171.3	-33.7
66	76	Citicorp credit cards & services, Citicorp	18,658.2	15,415.3	21.0	166	861	Merit cigarettes, Philip Morris Cos.	9,397.6	1,544.2	508.6
67	79	Infiniti cars, Nissan Motor Co.	18,577.6	15,172.0	22.4	167	217	Revlon eye cosmetics, Revlon Group	9,369.1	8,619.6	41.5
68	62	Mercury cars, Ford Motor Co.	18,400.7	18,709.3	-1.6	168	149	H&R Block tax services, H&R Block	9,262.6	9,333.3	-0.8
69	172	BMW cars & motorcycles, BMW AG	18,232.0	7,985.7	128.3	169	177	Dristan cold products, American Home Products Corp.	9,254.3	7,757.5	19.3
70	61	Folgers coffees, Procter & Gamble Co.	18,123.5	18,710.8	-3.1	170	163	Tropicana juices, Seagram Co.	9,182.1	8,510.8	7.9
71	58	US Sprint telephone services, Sprint Corp.	17,983.1	19,107.3	-5.9	171	205	Color Tile supermarkets, Color Tile Inc.	9,150.4	8,907.9	32.5
72	103	Tri Star pictures, Sony Corp.	17,964.1	12,396.1	44.9	172	109	Andersen doors & windows, Andersen Corp.	9,148.0	11,858.4	-22.9
73	121	Visa credit card services, Visa International	17,934.7	10,911.8	64.4	173	131	Thera-Flu hot medicine, Sandoz	9,105.3	10,202.0	-10.7
74	81	L'Oréal cosmetics, Nestle SA	17,896.5	14,755.7	21.3	174	146	Amtrak rail system, U.S. Government	9,057.2	9,502.9	-4.7
75	NA	Habitrol smoking cessation aid, Ciba-Geigy	17,744.9	0.0	NA	175	126	Jell-O gelatins & puddings, Philip Morris Cos.	9,009.4	10,443.3	-13.7
76	63	Paramount pictures, Paramount Communications	17,634.3	18,568.6	-5.0	176	726	Shearson Lehman, American Express Co.	9,008.4	1,975.1	356.1
77	96	Weight Watchers diets & food, H.J. Heinz Co.	17,274.4	12,844.4	34.5	177	193	Helene Curtis hair products, Helene Curtis Inc.	9,008.0	7,295.2	23.5
78	310	Lincoln cars, Ford Motor Co.	17,162.0	5,136.1	234.1	178	183	BMG music service & cd club, Bertelsmann AG	8,983.7	7,678.9	17.0
79	134	Isuzu trucks, Isuzu Ltd.	16,999.9	10,050.4	69.1	179	NA	Nicoderm transdermal smoking patch, Dow Chemical Co.	8,974.0	0.0	NA
80	236	Merrill Lynch brokerage, Merrill Lynch & Co.	16,896.9	6,209.1	172.1	180	418	Wal-Mart stores, Wal-Mart Stores	8,925.9	3,821.7	133.6
81	159	Volvo cars, Volvo AB	16,873.8	8,669.9	94.6	181	116	Excedrin pain relievers, Bristol-Myers Squibb Co.	8,908.8	11,149.7	-20.1
82	64	Domino's Pizza, Domino's Pizza	16,169.6	18,472.6	-12.5	182	601	Intel computer hardware, Intel Corp.	8,908.4	2,488.2	258.0
83	302	U.S. Army, U.S. Government	15,710.7	5,223.6	200.8	183	153	ABC TV network, Capital Cities/ABC	8,903.8	8,999.3	-1.1
84	82	Little Caesar's pizza, Little Caesar Enterprises	15,374.0	14,735.6	4.3	184	145	Holiday Inn hotels, Bass Inc.	8,897.8	9,508.2	-6.4
85	123	Stouffer frozen entrees & hotels, Nestle SA	15,243.5	10,615.4	43.6	185	124	7UP & Diet 7UP beverages, Dr Pepper/Seven-Up Cos.	8,882.1	10,554.6	-15.8
86	59	Alka-Seltzer remedies, Bayer AG	15,002.0	18,998.2	-21.0	186	168	Publishers Choice audio & video, National Syndications	8,849.2	8,174.2	8.3
87	210	Hollywood pictures, Walt Disney Co.	14,962.6	6,797.3	120.1	187	631	M&M's candies, Mars Inc.	8,825.2	2,337.4	277.6
88	372	USAir airlines, USAir Group	14,834.4	4,314.1	243.9	188	516	Pampers diapers, Procter & Gamble Co.	8,792.6	2,944.1	198.7
89	83	Hershey confections & foods, Hershey Foods Corp.	14,590.6	14,699.4	-0.7	189	291	Princess cruises, Peninsular & Oriental System Navigation Co.	8,732.9	5,361.4	62.9
90	86	Florida citrus, State of Florida	14,232.9	14,229.9	0.0	190	119	Clorox cleanser & laundry products, Clorox Co.	8,698.8	10,992.4	-20.9
91	178	Ragu sauces, Unilever	14,032.6	7,752.4	81.0	191	251	Bloomington's stores, Federated Department Stores	8,677.0	5,948	

Consumer magazine paid circulation

Top paid-circulation magazines for the first half of 1992 (compared with the same period in 1991) based on Audit Bureau of Circulations and BPA Consumer Magazines figures. ABC and BPA also audit non-paid circulation. See notes below.

Rank	Publication	Circulation	% chg	Rank	Publication	Circulation	% chg
1	Modern Maturity	22,545,206	0.4	101	Organic Gardening	770,346	-22.6
2	Reader's Digest	16,257,903	-0.3	102	Tennis	760,837	-0.8
3	TV Guide	14,919,872	-2.8	103	Traveler	755,807	4.4
4	National Geographic	9,787,145	-1.4	104	True Story	750,238	3.3
5	Better Homes & Gardens	8,002,477	0.0	105	PC/Computing	747,898	6.4
6	The Cable Guide	6,182,567	-18.7	106	Road & Track	747,523	1.7
7	Good Housekeeping	5,101,237	1.5	107	Real Estate Today	745,975	-5.2
8	Family Circle	5,038,434	-2.2	108	Parenting	743,240	17.7
9	Ladies' Home Journal	5,003,008	0.0	109	Realtor News	742,149	-4.8
10	McCall's	4,650,901	-7.2	110	Forbes	740,545	0.4
11	Woman's Day	4,521,050	-4.0	111	Midwest Living	739,120	7.3
12	Time	4,159,533	-2.1	112	Metropolitan Home	738,973	11.0
13	Sports Illustrated	3,573,915	3.8	113	VFW Auxiliary Magazine	733,532	1.0
14	National Enquirer	3,469,529	-6.4	114	Harper's Bazaar	732,579	2.5
15	People	3,444,104	6.5	115	Fortune	732,029	7.4
16	Playboy	3,402,180	-2.8	116	National Examiner	729,994	-5.8
17	Redbook	3,356,086	-12.6	117	Yankee	722,146	-20.1
18	Prevention	3,273,286	5.3	118	Mature Outlook	717,997	2.3
19	Newsweek	3,232,117	-5.5	119	Omni	713,598	-5.4
20	Star	3,075,526	-4.1	120	Esquire	713,533	-2.1
21	AAA World	2,900,626	8.9	121	Working Mother	711,004	2.4
22	Cosmopolitan	2,705,677	0.0	122	Weekly World News	694,230	-4.9
23	Southern Living	2,395,812	0.5	123	Inside Sports	692,284	0.0
24	U.S. News & World Report	2,319,553	-1.4	124	HG	686,262	9.2
25	Smithsonian	2,188,589	-0.7	125	Sports Illustrated for Kids	684,298	10.1
26	Money	2,077,009	11.9	126	Sassy	681,911	7.9
27	Glamour	2,070,913	2.9	127	Muscle & Fitness	673,707	8.7
28	Motorland	2,047,416	2.4	128	Vista USA	668,158	-6.3
29	NEA Today	2,035,034	2.7	129	Decorating Remodeling	666,748	-0.3
30	Field & Stream	2,010,413	0.4	130	PC World	652,776	12.1
31	V.F.W. Magazine	1,936,199	2.7	131	Flower & Garden	651,184	21.5
32	Home & Away	1,928,449	1.9	132	Architectural Digest	646,853	3.4
33	Seventeen	1,854,992	2.2	133	Inc.	646,841	1.0
34	Popular Science	1,827,203	0.2	134	Traditional Home	639,100	2.7
35	Life	1,823,681	-4.6	135	Country Music	637,455	24.0
36	Country Living	1,818,800	3.4	136	Scientific American	637,301	1.2
37	Parents	1,735,557	-0.1	137	GQ	635,503	-9.3
38	First for Women	1,624,419	-32.1	138	The New Yorker	628,104	2.1
39	Popular Mechanics	1,613,216	-1.5	139	The Sporting News	626,019	-0.6
40	Sunset	1,513,589	8.7	140	Mirabella	621,925	45.6
41	Outdoor Life	1,506,067	0.2	141	Colonial Homes	617,116	3.2
42	Take One	1,468,410	11.7	142	Men's Health	605,487	53.7
43	Golf Digest	1,416,548	0.6	143	National Enquirer/Star Specials	603,254	-15.7
44	Soap Opera Digest	1,375,014	-6.5	144	New Choices	602,744	4.8
45	Boys' Life	1,367,571	-3.0	145	Guns & Ammo	585,526	0.0
46	The American Rifleman	1,363,348	2.5	146	Travel Holiday	575,261	1.3
47	Self	1,351,154	18.4	147	Soap Opera Weekly	555,990	14.3
48	New Woman	1,338,944	0.2	148	The Practical Homeowner	555,317	-26.1
49	Vogue	1,312,522	6.2	149	Town & Country	554,540	24.9
50	Bon Appetit	1,260,487	-5.4	150	Automobile Magazine	543,535	6.8
51	Penthouse	1,250,033	-9.2	151	Premiere	539,661	9.2
52	Street & Smith's	1,244,646	-8.2	152	Sports Afield	532,562	4.7
53	Woman's World	1,236,308	-9.4	153	The Rotarian	529,071	-1.3
54	The American Hunter	1,222,569	1.4	154	Disney Adventures	526,371	123.5
55	True Story Plus	1,221,459	0.8	155	Natural History	518,662	0.7
56	Rolling Stone	1,202,082	-0.4	156	Stereo Review	511,791	-2.6
57	Health	1,198,892	85.5	157	Martha Stewart Living	509,425	-
58	YM	1,192,621	18.7	158	Financial World	507,253	-0.3
59	Mademoiselle	1,191,747	8.1	159	The Saturday Evening Post	506,487	7.8
60	Globe	1,156,025	-3.8	160	Byte	505,764	3.5
61	US	1,141,184	-14.1	161	Sierra	500,119	-3.5
62	Golf Magazine	1,139,517	1.1	162	Child	486,565	5.9
63	Teen	1,139,191	-1.2	163	Allure	476,694	-
64	Kiplinger's Personal Finance	1,134,385	1.6	164	WWF Magazine	474,881	4.5
65	Travel & Leisure	1,103,496	0.3	165	Golf Illustrated	470,915	-9.4
66	The Family Handyman	1,095,500	-4.8	166	The Atlantic	465,173	-0.5
67	Country Home	1,080,379	2.8	167	Lear's	460,060	-2.2
68	Discover	1,055,953	-5.9	168	The Walking Magazine	451,814	4.7
69	Scouting	1,040,961	4.0	169	Video	451,647	0.1
70	The Workbasket	1,033,031	-3.3	170	Game & Fish Magazine	450,478	12.0
71	Cooking Light	1,021,501	6.2	171	Eating Well	443,865	33.1
72	Weight Watchers Magazine	1,015,276	0.9	172	Ski Magazine	442,066	0.0
73	Vanity Fair	1,013,761	24.6	173	Skiing Magazine	441,547	-0.9
74	Car & Driver	1,012,209	0.8	174	Runner's World	436,053	-2.4
75	Home Mechanix	1,003,244	-11.7	175	New York Magazine	431,187	1.4
76	House Beautiful	1,002,623	0.1	176	Computer Shopper	430,638	24.6
77	Home	989,472	4.5	177	Car Craft	417,084	-5.6
78	TV Host Monthly	976,565	-27.6	178	MacUser	410,289	22.2
79	Consumers Digest	957,127	9.5	179	Bride's & Your New Home	397,599	7.8
80	PC Magazine	921,652	13.7	180	Modern Bride	390,586	6.4
81	Essence	900,350	5.5	181	North American Hunter	385,527	50.0
82	Business Week	898,373	0.2	182	Crafts	383,161	0.4
83	American Health	898,025	10.5	183	Grit	380,945	5.0
84	Gourmet	890,198	-0.6	184	Bicycling	380,370	-1.5
85	Victoria	885,603	5.8	185	Kentucky Living	380,266	5.0
86	Working Woman	884,968	4.1	186	Satellite TV Week	377,229	4.7
87	American Legion Auxiliary News	873,963	1.2	187	Satellite Orbit	372,253	2.4
88	Elle	871,658	-6.8	188	Easyniders	371,501	5.6
89	Workbench	861,427	8.2	189	Outside	371,501	7.5
90	Endless Vacation	861,156	6.2	190	Cycle World	367,300	43.0
91	Nation's Business	859,382	0.1	191	OnSal	366,887	1.5
92	Motor Trend	857,472	-3.4	192	Capper's	363,982	-2.5
93	Sport	851,987	-6.3	193	The Tennessee Magazine	361,312	7.0
94	Hot Rod	839,041	-5.8	194	Home Office Computing	356,271	1.7
95	Conde Nast Traveler	829,263	15.8	195	MacWorld	354,803	9.2
96	Popular Photography	812,785	4.8	196	Sun	353,046	3.5
97	Country America	804,970	15.1	197	Elle Decor	351,728	52.6
98	Shape Magazine	804,764	7.2	198	Longevity	347,339	4.9
99	Food & Wine	803,732	0.0	199	Carolina Country	342,169	2.3
100	Entrepreneur Weekly	803,101	14.6	200	Entrepreneur Magazine	341,167	-0.4

*In addition to figures above: Prevention's non-paid circulation was 25,959; YM's was 54,701; TV Host Monthly's was 221,300; Real Estate Today's was 1,244; Parenting's was 19,875; Reader's News's was 1,520; Working Mother's was 100,209; Sports Illustrated for Kids's was 244,950; Men's Health's was 25,790; Child's was 45,219; Baby Talk's was 27,134; Satellite TV Week's was 20,203; OnSal's was 10,771 and MacWorld's was 101,145. Source: ABC, BPA.

Weak newsstand sales hold back rebound by titles

By Scott Donaton

Consumer magazine circulation remained flat for the first half of the year, with minor subscription gains offset by continued weakness on the single-copy sales front.

The 460 magazines listed in the Audit Bureau of Circulations' FAS-FAX report had a combined circulation of 332.8 million, up just 0.5% from the same period last year, according to



Magazine Publishers of America analysis of the data.

Subscription sales totaled 266.6 million, a gain of 1.2%, while single-copy sales fell

2.2% to 66.2 million, continuing a trend that's been attributed to everything from the recession to crowded newsstand racks.

"Subscriptions continue to climb, but single-copy continues to show a malaise," said Michael Pashby, MPA senior VP-consumer marketing. "I firmly believe it's because we continue to lack space to display magazines and more and more magazines continue to come out."

Of the 411 magazines reporting single-copy sales to the audit bureau, 223 showed single-copy increases. But those magazines most dependent on newsstand sales have been hit the hardest.

Fourteen of the top 20 titles reporting single-copy sales showed newsstand declines, including *Reader's Digest*, *TV Guide*, *Family Circle*, *McCall's* and *Woman's Day*.

Of the 20 largest magazines by total circulation, 12 were down for the period, six had gains and two, *Meredith Corp.*'s women's service books *Better Homes & Gardens* and *Ladies' Home Journal*, were flat.

Good Housekeeping was the only one of the so-called "Seven Sisters" women's service titles to show a circulation increase, 1.5%, with single-copy and subscription gains.

Redbook saw single-copy sales climb 5.5% but overall circulation decline 12.6% due to a 16.5% drop in subscription sales. The magazine was repositioned last fall and cut its rate base 15.8% to 3.2 million.

"We planned that" subscription decline, said *Redbook* Publisher Tony Hoyt. "We knew it would happen. We're doing fine."

First for Women continued to fade as a threat to the "Sisters" as its circulation dropped 32.1% to 1,624,419. The magazine lowered its rate base 40% to 1.5 million in March.

The major newsweeklies all saw single-copy sales fall sharply and total circulation dip slightly following sharp increases in first half 1991 sparked by the Persian Gulf War.

"I loved seeing what happened dur-

ing the Gulf war, but even then we said it was because of the war," said *Time* Publisher Lisa Valk. "My guess is all of the newsweeklies are happy with their first-half numbers."

Time's single-copy sales fell 19.5%, while total circulation was down 2.1%. *Newsweek* saw single-copy sales fall 18.7% and total circulation drop 5.5%; *U.S. News & World Report* was down 17.5% in single-copy and 1.4% overall.

Sports Illustrated profited from interest in the Olympics, with a 3.8% increase in total circulation and gains in both subscription and newsstand sales.

The supermarket tabloids *National Enquirer* and *Star* both missed their rate bases. The *Enquirer's* circulation dropped 6.4% to 3,469,529, well short of its 3.75 million guarantee. The *Star's* circulation fell 4.1% to 3,075,526, below its 3.2 million guarantee.

"We believe people are just being more prudent with their dollars, and that includes what they buy at the supermarket checkout stand," said Barbara Hannah-Marks, senior VP-group publisher of the *Enquirer/Star* Group. "We think this is a passing consumer phase."

The *Enquirer* this month launched a TV campaign designed to boost single-copy sales, via D'Arcy Masius Benton & Bowles, New York. Spending for the campaign could go as high as \$3 million.

Also missing rate base were General Media International's *Penthouse*

Non-paid circulation

Top dozen non-paid circulation magazines for the first half of 1992 (compared with the same period in 1991) as reported to BPA Consumer Magazines.

Rank	Publication	Circulation	% chg
1	The Disney Channel Magazine	5,482,669	4.4
2	Friendly Exchange	5,465,316	7.1
3	Healthy Kids (4-10)	2,003,716	-0.1
4	Bounty Infant/Care Guide	1,927,964	1.3
5	Healthy Kids (Birth-3)	1,504,695	0.0
6	Episodes	1,503,535	-22.7
7	U.—National College Paper	1,325,713	0.5
8	Expecting Magazine	1,312,900	4.2
9	Baby Talk Magazine	1,152,467	-1.0
10	Pocket Guide	1,116,708	-
11	Fantastic Flyer Magazine	1,059,926	-2.0
12	American Baby	935,424	-15.5

*In addition to the figures above, U.S. paid circulation was 68; Baby Talk's was 2,025 and American Baby's was 231,929. Source: BPA.

and *Omni*. *Penthouse* circulation fell 9.2% to 1,250,033, while *Omni's* dropped 5.4% to 713,598. The magazines have rate bases of 1.5 million and 750,000, respectively.

Jim Martise, exec VP-circulation for General Media, said *Penthouse*, which has missed rate base for at least the last five reporting periods, has been hurt because many retailers refuse to display the magazine. To counter that, *Penthouse* with its June issue replaced centerfold models with celebrities, mostly males, on its covers.

Vanity Fair, as expected, joined the seven-figure club as its circulation rose 21.6% to 1,013,761.

BPA also released first-half circulation results for its consumer magazine members. *The Cable Guide* remained its largest circulation magazine despite an 18.7% decline. □